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In their new book, The Art of Woo: Using Strategic Persuasion to Sell Your Ideas, Wharton legal studies and business ethics professor G. Richard Shell and management consultant Mario Moussa provide a systematic approach to idea selling that

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In The Art of Woo, they present their

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systematic, four-step process for winning over even the toughest bosses and most skeptical colleagues. Beginning with two powerful self-assessments to help readers find their “ Woo IQ, ” they show how relationship-based persuasion works to open hearts and minds.

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The Art of Woo: Using Strategic Persuasion
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Directed by Helen Lee. With Sook-Yin Lee,

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Adam Beach, Joel Keller, Alberta Watson.

The Art of Woo is a romantic comedy about Alessa Woo, an ambitious art dealer who meets her match in gifted painter, Ben Crowchild.

The Art of Woo (2001) - IMDb

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thousands of leaders and stories about famous people like John D. Rockefeller, Andrew Carnegie, Andy Grove, and Bono.

The Art of Woo by G. Richard Shell, Mario Moussa ...

The must-read summary of G. Richard Shell and Mario Moussa's book: "The Art of

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Woo: Using Strategic Persuasion to Sell Your Ideas". This complete summary of the ideas from G. Richard Shell and Mario Moussa's book "The Art of Woo" shows that selling ideas involves a different strategy to selling objects: you must use "relationship-based persuasion" which isn't based on coercion or hard-selling,

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